

**REMARKS**

Claims 1-18 are pending in this application. By this Amendment, claims 1-4, 6-9, 11, 12 and 14 are amended. Support for claims 1, 6 and 11 can be found, at least, on page 43, line 16 to page 44, line 10, page 58, line 12-21, and page 22, line 15 to page 23, line 6. Claims 2-4, 7-9, 12 and 14 are amended for claim language consistency. No new matter is added.

Applicants again thank the Examiner for the courtesies extended to Applicants' representative during the July 17, 2008 personal interview.

The Office Action rejects claims 1-18 under 35 U.S.C. §103(a) over Masamichi et al. (JP 2003-085347) in view of Schlack (U.S. Publication No. 2007/0226628). This rejection is respectfully traversed.

Independent claims 1, 6 and 11, as amended, now substantive recite generating and evaluating scores. During the July 17 personal interview, the Examiner suggested that (1) the word "scores" better encapsulated the intended scope of the claimed subject matter and (2) suggested amending the claims to recite that the claimed apparatus or method generates as well as evaluates those scores.

Applicants submit that Masamichi and Schlock, either along or in combination, do not disclose generating and evaluating scores based on the recited criteria. Masamichi does not disclose or suggest anything regarding generating and evaluating scores of activities. There is nothing in all of Masamichi that discusses evaluating the worth or score of anything. Moreover, paragraph [0046] does not disclose generating a score. Rather, Masamichi in paragraph [0046] only discloses connecting quantitative analysis with identified events which is the object announced in paragraph [0007].

Schlack is directed to facilitation of virtual communities. In particular, Schlack discloses a client server system that provides a virtual location for members to develop a

virtual online community. The members are invited to participate in the community and the community is brought together to achieve a predetermined goal. See paragraph [0006].

Schlack further discloses:

The main purpose of the enterprise community is 1) a forum for exposing content developed within the community to the enterprise at large, and 2) as a forum for interacting around topics of interest to the entire enterprise.

Thus, Schlack is not directed to generating and then evaluating a score based on activities. Rather, Schlack is directed to a communication system that permits creation of a community throughout an enterprise to encourage sharing of ideas. Thus, Masamichi and Schlack do not disclose or suggest generating and evaluating scores, as recited in claims 1, 6 and 11. As such, withdrawal of the rejection of claims 1, 6 and 11, and claims 2-5, 8-10, and 12-18 depending therefrom is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of the claims are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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JAO:MKW/jfb

Attachment:  
Request for Continued Examination

Date: October 24, 2008

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